

## *Remove The Stress Of All Your Computer Problems*

### **When Your Competitors Are Getting A Continuous Cycle Of Arrogant Teenagers. You Are Getting A Trained, Experienced Expert. – Every time!**

*Get Back To Making Money. – I'm On-Time Or The Call-Out is FREE*

To a smart business owner.

If you operate a business that relies on computers on a daily basis then this may be the most important letter you've ever read...

#### *Here's what you're about learn:*

- How to **be totally sure that you are protected** against malicious internet use.
- Smart systems that can be put in place to **avoid system failures** that halt your everyday profit-making, computer-reliant tasks.
- How to **protect all your precious data** even in the event of a fire or theft.
- Various ways to *avoid making common, very costly mistakes*
- How to **stop your staff sneaking around on Facebook** and YouTube behind your back.
- Plus I'll go into detail about my special offer to you - a **FREE I.T. Assessment**

So... What sets me apart from all the other I.T. businesses out there?

I guess the main difference is that **I have been specialising in business support for over a decade**, before businesses even had broadband.

Most I.T. companies have a high turnover of support staff and many leave the industry. So the replacements are usually new to the industry and only limited in their abilities. **With me you actually get a trained experienced professional every time.**

I can do pretty much anything that a small-medium business needs. I've been doing it long enough.

I'm going to list a bunch of services I offer. Chances are you won't know what all of them mean. – I realise that not everyone talks like a computer technician. Feel free to just take a quick glance over this section. Anything really important I'll be explaining in detail afterwards anyway.

So here's essentially what I can do:

- Small business I.T. support.
- Servers
- Workstations
- VoIP



Remove the stress from I.T. Get back to productive, money-making tasks.

- Linux
- Windows
- Software installations
- Alternative free office suites (openoffice.org)
- MYOB installations
- Terminal Servers (Windows and Linux)
- Mail servers (Windows, Linux and Google Apps)
- Backup servers
- Offsite backups
- ANY Networking
- VPN(Virtual Private Networks)
- WAN (Wide Area Networks - can connect multiple offices together to have a central WAN)
- Computer Sales and Repair (onsite and offsite)
- Desktop training.

I could go on. But pretty much anything that a small-medium business needs, I can do.

So first up, let me talk about probably **the most common problem that can kill your business.**

### ***Data Loss – The Cancer Of The Business World***

Think for a second... think of all the devastating damage that would be done if you lost all your data. You'd lose your client database, all your marketing material, **all those important, irreplaceable files** that took you weeks to create, all your intellectual property and your financial systems.

Years and years worth of data entirely lost.

Now, with that in mind consider these statistics for a moment.

- A hard drive crashes every 15 seconds
- 2,000 laptops are **stolen or lost** every day
- 32% of data loss is **caused by human error**
- 31% of PC users have lost all of their PC files to **events beyond their control**
- 25% of lost data is due to the **failure of a portable drive**
- 44% of data loss caused by mechanical failures
- 15% or more of laptops are stolen or suffer hard drive failures
- 1 in 5 computers suffer a fatal hard drive crash during their lifetime
- in 2007 *GE money* lost a backup tape containing 650,000 customers credit-card information



Data Loss can destroy your business and financial future. Be prepared!

These statistics are alarming and very scary. Data loss is an inevitable event - tomorrow, next week, six months, next year - it will happen to you. **Are you prepared?**

According to the US Archives and Records Administration, 93% of the companies that lost their entire data for 10 days or more filed for bankruptcy within one year of the disaster.

You may already have systems in place, but I advise you to check them. If you rely on an external hard-drive, you may want to reconsider. On-site backups are not entirely safe – what if your back-up drives get stolen or a fire destroys everything.

### ***Your insurance will NOT bring back your data!***

I hope this has outlined the importance of backing up. If you are thinking that maybe your current back-up system isn't really sufficient. Don't stress about it too much - I've got a solution. I wouldn't reveal the scary truth to you if I didn't.

I can offer you an **offsite backup service**. I have a server located in the secure basement of the QV1 building. I can host your offsite backups. This includes full reporting, plus I can even do incremental daily backups. So you can restore a revision of a file from up to a year ago. – That way even purposeful data destruction is recoverable.

If you already have a backup system in place, I urge you to personally test it. Are you sure it's working? **When was the last time you actually tested your backup by doing a system restore?** Taking a few small precautions today will save you time, money and headaches tomorrow.

Another very important problem to try to prevent is System Failure.

### ***System Failure – The Productivity Black Hole***

We've all experienced minor system failures or computer crashes before, but what about major system failures.



A system failure will halt productivity. Days or even weeks throwing away money...

Take a minute to think about just how much your business relies on computers and imagine what sort of consequences would occur if you had no access for a couple of day or even worse a week.

Most businesses cannot properly function during a system failure. Some can't function at all. In these situations you are essentially burning money. And when a customer calls for a simple request and you can't even process the simplest of tasks – How's that going to reflect on your business?

System failures are just another part of the computer world. There is no way to totally remove the risk of them, but there are measures you can take to reduce the risk and reduce the severity when it does occur.

I offer various services to help with system failure, so if you're interested, **just let me know when you take up my FREE I.T. Assessment.**

Another issue that I feel is worth highlighting is your internet security.

## ***How sure are you protected against malicious Internet use?***

Is your security up to scratch? Are your passwords properly secured?

Just because you have anti-virus software does not mean you are fully secure. 99% of companies use antivirus software, but 82% of them have reported being hit by viruses and worms.



Malicious internet use can cause very serious problems. Protect yourself!

Security is important, but it's easy to overlook the little things--like having effective passwords.

You need an effective password policy to prevent passwords from being guessed or cracked. This might seem like no big deal, but if you stop and think about it for a second:

Imagine what would happen if a user's password fell into the wrong hands. If the password fell into the hands of a cyber-vandal, a bunch of bogus orders might be entered just to mess up your inventory.

Worse yet, your entire customer database might be deleted, or posted onto the Internet. If your competitors got their hands on the user's password, they might steal your customer list. Likewise, the thief could potentially steal your customer's credit card numbers.

The point is that password security shouldn't be pushed aside because a hacker can use (and often does) use a compromised account as a stepping stone toward taking control of entire systems.

Once again I've got various solutions to counter these issues which we can discuss in our **FREE I.T. Assessment**.

Now, on the last page I called system failure the black hole of productivity, but I might need to change that. – These alarming statistics show that ***52% of office workers spend a large portion of their day logging on and browsing Facebook*** and other social media websites.



Unproductive use of Facebook and other social media sites is carried out by 52% of office workers.

In a survey completed in early 2009 of random office workers – ***87% of respondents basically said their time on Facebook at work had no business-related purpose.***

Blocking Facebook and various other non-productive websites will, in most cases, help increase the productivity of your staff. Just let me know if you're interested when I come by for your **FREE I.T. Assessment**.

I hope I've opened your eyes a little to some of the potential I.T. issues you may face in business. However prevention is only one area I specialise in, so, by knowing your system and having conducted a FREE I.T Assessment, when you do have a problem, I can fix it much quicker.

One thing you need to realise is that it's just me, I don't contract work out to others.

You'll always get me, which in my eyes this is a big benefit to you. – With bigger I.T. businesses, a sales guy promises the world, a tech delivers an island and an account receivable asks for a continent.

I take on all those roles and I'm an honest sales guy, a fantastic tech and an understanding receivable clerk.

Here's what a few of my clients have to say.

### ***Unforeseen Problems... Now Runs Smoothly***

*Scott ably assisted us to review our hardware and software requirements, arranged for our new terminal server to be built and successfully installed it for us. There were some unforeseen problems, but Scott had the capacity to resolve those problems and the system now runs smoothly. - Scott maintains our system (usually remotely) without interruption to our daily use of the computer system and provides an offsite backup facility. - Scott has always provided to us a prompt and courteous service for which we are grateful.*

**Ian Clairs – Clairs Keeley Lawyers**

### ***Gliding Through Computer Problems***

*I'm very happy with the service we've received from Scott over the years. He always provides the best service and we've never come across a problem he can't fix. Our business has glided through all computer and technical issues since we've had Scott around. Thanks to Scott, we've got a full on backup system. Every workstation is backed up. Plus he organised a daily offsite backup of important and financial data to my home every night. We are located in Darwin, and he does nearly all the repairs and maintenance from half way across the country. It's brilliant!*

**Andrew Woods - AL Logistics**

Now I'm certain that if you gave me a call with an immediate problem, I could fix it. However it's best to try to avoid problems altogether if possible. There are a lot of computer problems that are preventable with the right systems in place.

So rather than calling me when you have a problem, why not call me now, before your problem, so we can implement strategies to avoid bigger problems.

Here's the solution to your future problems, I offer you.



Introducing my **FREE On-Site IT Assessment** which will involve a general analysis of your current I.T. needs and identifying potential problems that may occur.

Here's a quick preview of the things we'll cover in this **FREE - IT Assessment**.

- **A face to face introduction** – I always like to know who I'm working with.
- **An overview of your current set-up.** – To determine if there are any immediate problems or issues. And in the rare case, I can let you know if there is anything that I can't do.
- **Discussing exactly what it is that you want and need.** – I don't want to waste your time or mine, this way we can focus on exactly what it is that YOU need.
- **A closer analysis of areas that may be potential problems.** – I'll have a quick look at the areas that you are interested in, that way I can give you a much better indication of the time and costs involved.
- **An easy to understand explanation of the different solutions available.** – I know how frustrating it can be when you can't understand what people are saying. So I won't talk tech-speak unless you understand it. If there are various solutions to a problem I will discuss the benefits to each, so you can make an informed decision.
- **An overview of the rates and costing of any solutions** – I'm a firm believer in being upfront on all my charges, terms and conditions. You'll receive a document outlining everything.

Before I go any further and tell you how to book in your **FREE assessment**. There is one thing I like to make clear to all my clients – ***Time is a once off commodity.***

Most business owners should realise that time is their biggest asset. – Once it is gone, it's gone. It's not stockable. You can't order more time and sell it. You can only sell it once.

Time is very precious to me and I am very conscious of it. I don't give it away willy nilly. Time is what I sell, my main product is my time – and there are only so many hours in each week.

Basically what I'm getting at is that I don't have a lot of time to spare on FREE assessments, I can only spare about 2 hours each week.

So please – only contact me if you are genuinely interested and serious about having a professional, experienced I.T. professional at your service.

## **So how do I book in my FREE Assessment?**

Simple, - I've given you three options:

- Give me a call on **1300 551 696** and we can arrange a time that suits us both.
- Email me [scott@assuretek.com.au](mailto:scott@assuretek.com.au) and let me know what days and times suit you and I'll respond with a convenient time.
- I've attached an order form, just fill in the details and fax it to: **(08)9213 0889**

So to put it simply - If you rely on tech support and are serious about making sure your business doesn't stall due to computer issues - you have two choices:

1. You can wait til the issue occurs, frantically search online or through the yellow pages for a tech. You'll end up with someone who's a few hours late, knows nothing about your business and you'll pay a lot more because it'll take them at least half an hour to work out what the last tech did.

... OR

2. Take the initiative to have a trained professional on call. Someone who knows your business and your setup and most importantly knows what they are doing.

So here it is again. Fill out the enclosed form clearly and fax it back to me immediately on **(08)9213 0889** and I'll process it straight away to secure your FREE assessment.

Alternatively email me [scott@assuretek.com.au](mailto:scott@assuretek.com.au) and we can arrange a time that suits us both.

Remember... if you have any questions, call me right now on **1300 551 696** and I'll be glad to help.

Bye for now... I'm looking forward to meeting you and discussing how we can improve your set-up and how we can be best prepared for when problems do occur.

Thank you for your time.

*Scott Middleton*

**assuretek**  
computer services

**P.S.** – There are only a few FREE assessments I can offer, and I'm certain they'll be snapped up immediately, so please, for the sake of your business, book it in right away.



No stress, No headaches.  
Easy solutions to all your I.T. needs